

7/9/51

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JULY 8, 1951</u>			
Sunday July 8 11:00 A.M. Brunch	BRUNCH & FASHION SHOW FOR VISITING EDITORS Mme. Bruné will present, for the first time, her "no rump wrinkle" skirt. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BRUNÉ (WASHINGTON, D.C.)	17 EAST 48TH STREET STUDIO
Sunday July 8 1:00 P.M. Luncheon	FALL & WINTER SHOE PREVIEW The Kid Leather Guild's luncheon and preview of Fall and Winter kid shoes and accessories. By invitation. Publicity: Geri Matthau, WI. 7-0288.	KID LEATHER GUILD	CHATHAM WALK VANDERBILT & 48TH ST.
Sunday July 8 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor's Fall millinery collection will be presented to the out-of-town press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 8 4:30 P.M.- 7:30 P.M. Cocktails	FALL DRESSES AT PARTY FOR EDITORS A collection of Parisian designed fashions by Balmain, Desses, Fath and Piguet for Puritan Dress Company. Showing at 5:00 P.M. By invitation only. Publicity: Dora Miller, LO. 3-4285.	PURITAN DRESS COMPANY	WALDORF-ASTORIA SERT ROOM
Sunday July 8 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday July 8 6:00 P.M.- 9:00 P.M.	PREVIEW: NEW FALL MAKEUP SHADE Harriet Hubbard Ayer will invite the out-of-town press to preview the new Fall makeup shade, at a soiree in Mary Brown's apartment. By invitation. Publicity: Mary Brown, MU. 8-4050.	HARRIET HUBBARD AYER (505 PARK AVENUE)	50 EAST 81ST STREET APT. 2-A
Sunday July 8 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Walter Florell's millinery show for visiting editors. <u>Local press show, Monday, July 9 at 11:00 A.M.</u> By invitation only. Personality Publicity: Rasponi Assoc., TE. 8-8171. Fashion Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Cancelled July 9	SHOWING OF GOTHE ORIGINALS TO VISITING PRESS, SCHEDULED FOR MON. JULY 9, AT 8:00 A.M., HAS BEEN CANCELLED. (Open House, Thurs., July 12--See Pg. 7)		
Now Showing	FALL AND WINTER FUR ORIGINALS Presentation of Fall and Winter fur originals by Arnheimer, at 10:00 A.M. and 2:00 P.M. daily. Press invited. Contact: LA. 4-6483.	ARNHEIMER, INC.	345 SEVENTH AVENUE SHOWROOM-15TH FLOOR

DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK DRESS INSTITUTE'S SEVENTEENTH NATIONAL PRESS WEEK (July 9-July 13)

Fashion editors of about 150 U.S. and foreign newspapers will be invited to attend the Seventeenth National Press Week. Fall and Winter collections of 29 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily. The release date of each collection is twenty-four hours after the showing on this schedule. Showings of collections by nine auxiliary members are at hours not conflicting with the regular Couture Group schedule, and are for release one week later. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, July 9....	9:00 A.M.	WELCOME BREAKFAST & FORUM	WALDORF-ASTORIA
	10:00 A.M.	HANNAH TROY	WALDORF-ASTORIA
	11:00 A.M.	CLAIRE McCARDELL (TOWNLEY)	WALDORF-ASTORIA
	12:00 Noon	DELMAN SHOES (Auxiliary Member)	WALDORF-ASTORIA
	12:45 P.M.	A. HOLLANDER (Auxiliary Member)	WALDORF-ASTORIA
	1:30 P.M.	PAUL PARNES	WALDORF-ASTORIA
	2:30 P.M.	CAPRI ORIGINALS	WALDORF-ASTORIA
	3:30 P.M.	TINA LESER (EDWIN H. FOREMAN)	WALDORF-ASTORIA
	4:30 P.M.	CORO-GLENTEX (Auxiliary Members)	WALDORF-ASTORIA
	5:30 P.M.	CHRISTIAN DIOR (Release 7/12/51)	730 FIFTH AVE.
Tuesday, July 10....	8:30 P.M.	MAURICE RENTNER	498 SEVENTH AVE.
	9:00 A.M.	HERBERT SONDHEIM	WALDORF-ASTORIA
	10:00 A.M.	MONTE-SANO & PRUZAN	WALDORF-ASTORIA
	11:00 A.M.	TRIGERE	WALDORF-ASTORIA
	12:00 Noon	CELESTE FROCKS (Auxiliary Member)	WALDORF-ASTORIA
	12:45 P.M.	LUNCHEON	WALDORF-ASTORIA
	1:30 P.M.	ORIGINALA COATS	WALDORF-ASTORIA
	2:30 P.M.	EMILY WILKENS (REICH GOLDFARB)	WALDORF-ASTORIA
	3:30 P.M.	PATTULLO-JO COPELAND	WALDORF-ASTORIA
	4:30 P.M.	SHIP 'N SHORE BLOUSES (Auxiliary)	WALDORF-ASTORIA
Wednesday, July 11..	5:30 P.M.	NETTIE ROSENSTEIN	WALDORF-ASTORIA
	8:00 P.M.	INT'L SILK ASS'N (Auxiliary)	WALDORF-ASTORIA
	9:00 A.M.	BEN REIG	498 SEVENTH AVE.
	10:00 A.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
	11:30 A.M.	HATTIE CARNEGIE	711 FIFTH AVE.
	2:00 P.M.	JANE DERBY	785 FIFTH AVE.
	2:45 P.M.	GOTHAM HOSIERY (Auxiliary Member)	785 FIFTH AVE.
	4:30 P.M.	RITTER FURS (Auxiliary Member)	"21" CLUB
	9:00 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	10:00 A.M.	JOSEPH HALPERT (JACQUES FATH)	530 SEVENTH AVE.
Thursday, July 12...	11:00 A.M.	PHILIP MANGONE	500 SEVENTH AVE.
	12:00 Noon	HANDMACHER-VOGEL (Auxiliary)	533 SEVENTH AVE.
	2:00 P.M.	MILMONT GOWNS	530 SEVENTH AVE.
	3:00 P.M.	CEIL CHAPMAN	530 SEVENTH AVE.
	4:00 P.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVE.
	9:00 A.M.	B. H. WRAGGE	550 SEVENTH AVE.
	10:00 A.M.	DAVIDOW SPORTSWEAR	550 SEVENTH AVE.
	11:00 A.M.	BRIGANCE (FRANK GALLANT)	205 W. 39TH ST.
	12:00 Noon	OLEG CASSINI	498 SEVENTH AVE.
	2:00 P.M.	HANSEN BANG	498 SEVENTH AVE.
Friday, July 13.....	4:30 P.M.	RECEPTION AT GRACIE MANSION	88TH & E.END AV.

July 9 HANNAH TROY'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM.
10:00 A.M. (See Above).

July 9 CLAIRE McCARDELL'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM.
11:00 A.M. (See Above).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 9 11:00 A.M.	WALTER FLORELL'S PREVIEW OF FALL MILLINERY FOR N.Y. EDITORS AT 29 E. 53RD. (See Page 1).		
Monday July 9 12:00 Noon- 12:45 P.M.	PREVIEW OF FALL SHOES FOR OUT-OF-TOWN PRESS Delman (Auxiliary Member of N.Y. Dress Institute--See Pg. 2) will present Fall shoe collection to the visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	WALDORF-ASTORIA FLAMINGO ROOM
Monday July 9 12:00 Noon- 5:00 P.M. Buffet	DIAMOND DISPLAY AT OPEN HOUSE FOR PRESS N.W. Ayer & Son will invite the fashion press to meet Bianca Gilchrist, who works on diamond publicity in Paris; and to preview a display of diamond jewelry by Cartier and Van Cleef & Arpels. Buffet luncheon and refreshments. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	WALDORF-ASTORIA SERT ROOM
Monday July 9 12:45 P.M. Luncheon	PRESS PREVIEW OF FUR FASHIONS Hollander (Auxiliary Member of the N.Y. Dress Institute--See Pg. 2) will present a complete fur story, spotlighting cross sections of the market, as well as a group of furs from leading couturiers. For out-of-town and local press, by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	WALDORF-ASTORIA WEDGWOOD ROOM
July 9 1:30 P.M.	PAUL PARNES' SHOW FOR VISITING EDITORS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
July 9 2:30 P.M.	CAPRI ORIGINALS' SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Monday July 9 2:30 P.M.	PRESS SHOWING: FALL AND WINTER MILLINERY Jack McConnell will present his collection of millinery for Fall and Winter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	JACK McCONNELL	41 WEST 57TH STREET SALON
Monday July 9 2:30 P.M.	INFORMAL FASHION SHOWING OF PATTERNS AND FABRICS Bloomingdale's will present back-to-school fashions made with Simplicity Patterns, as illustrated in the July issue of "Seventeen" Magazine. Press invited. Open to public. Publicity: Patricia Snyder, EL. 5-5900.	BLOOMINGDALE'S	2ND FLOOR YARD GOODS DEPT.
July 9 3:30 P.M.	TINA LESER'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Monday July 9 4:00 P.M.- 6:30 P.M. Cocktails	PRESS EXHIBIT: "FABRICS OF THE FUTURE" Deering, Milliken's exhibit of new blends of wool with Nylon, Orlon and Dacron; Milliset and Duramil finishes; and Miliun (metal insulated) linings --at a cocktail party for the local and out-of-town press. By invitation only. Publicity: Robert Grotty or Paul Funk, LO. 3-5200.	DEERING, MILLIKEN & CO. (1407 BROADWAY)	WALDORF-ASTORIA BASILDON ROOM
Monday July 9 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Coro Jewelry and Glentex Scarfs (Auxiliary Members of the N.Y. Dress In- stitute--See Pg. 2) "Accesso-Time" showing of Fall and Winter accessories. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	WALDORF-ASTORIA ASTOR GALLERY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 9 5:30 P.M.	CHRISTIAN DIOR'S SHOW FOR VISITING PRESS--730 FIFTH AVENUE. (See Pg. 2).		
Monday July 9 6:30 P.M. Buffet	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the out-of-town editors to a showing of her Fall ready-to-wear collection. Buffet supper, 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
July 9 8:30 P.M.	MAURICE RENTNER'S SHOWING FOR OUT-OF-TOWN PRESS AT 498 SEVENTH AVENUE. (See Pg. 2).		
Week Of July 9	PREVIEW OF NEW LIGHTERS Showing of new Ronson lighters for table and purse. By appointment. Contact: Hilda S. Heritch, Hal A. Salzman, Inc., JU. 6-4300.	RONSON ART METAL WORKS, INC.	2 WEST 46TH STREET 7TH FLOOR
Tuesday July 10 8:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will invite the visiting editors to a preview of her Fall millinery. By invitation only. Publ.: Angeline Dougherty, CH. 4-2308.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
July 10 9:00 A.M.	HERBERT SONDHEIM'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD RM. (See Pg. 2).		
July 10 10:00 A.M.	MONTE-SANO & PRUZAN'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Pg. 2).		
Tuesday July 10 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING Presentation of the Fall millinery collection by Laddie Northridge. <u>Showing for the visiting editors on Tuesday, July 17, at 3:00 P.M.</u> By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
July 10 11:00 A.M.	TRIGERE'S SHOW FOR VISITING EDITORS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Pg. 2).		
Tuesday July 10 12:00 Noon Aperitif	PRESS SHOWING OF LITTLE GIRLS' FASHIONS Celeste (Auxiliary Member of N.Y. Dress Institute - See Pg. 2) will present a Fall collection of couture designs in little girls' fashions, sizes 1 to 12. For local and out-of-town press, by invitation. Publicity: Rose Hilton, MU. 5-5133.	CELESTE FROCKS, INC.	WALDORF-ASTORIA FLAMINGO ROOM
July 10 12:45 P.M.	N. Y. DRESS INSTITUTE LUNCHEON FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Pg. 2).		
July 10 1:30 P.M.	ORIGINALA COATS' SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Pg. 2).		
Tuesday July 10 2:00 P.M.- 5:00 P.M. Champagne	INFORMAL EXHIBIT OF FALL HANDKERCHIEFS "Hanky Boutique"--an informal exhibit of handkerchief and fashion squares, coordinated with Fall and Resort ready-to-wear and accessories. By invitation only. Publicity: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA CRANE SUITE-4TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 10 2:30 P.M.	EMILY WILKENS' SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Pg. 2).		
July 10 3:30 P.M.	PATTULLO-JO COPELAND'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Pg. 2).		
Tuesday July 10 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL BLOUSES Ship 'n Shore (Auxiliary Member of the N.Y. Dress Institute--See Pg. 2) blouse collection. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE BLOUSES	WALDORF-ASTORIA JADE & BASILDON RMS.
Tuesday July 10 4:30 P.M.- 6:30 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Fashions In Time"--newest designs in feminine watches, keyed to the styles for Fall and Winter, by the Watchmakers of Switzerland. For N.Y. and out-of-town press, by invitation. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	PARK LANE HOTEL PARK AVE. & 48TH ST.
July 10 5:30 P.M.	NETTIE ROSENSTEIN'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, SERT ROOM. (See Pg. 2).		
Tuesday July 10 8:00 P.M. Dinner	SHOWING OF SILK FABRICS TO PRESS The International Silk Association, U.S.A. (Auxiliary Member of the N.Y. Dress Institute--See Pg. 2) will present a "Cavalcade of Silk". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA SERT ROOM
Wednesday July 11 8:00 A.M. Breakfast	EMBROIDERED FASHIONS AT VISITING PRESS BREAKFAST Presentation of Schiffli-embroidered fashions for the moppet, the miss, and the matron. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY BUREAU	LONGCHAMPS BROADWAY & 41ST ST.
July 11 9:00 A.M.	BEN REIG'S SHOW FOR VISITING PRESS--498 SEVENTH AVENUE. (See Pg. 2).		
Wednesday July 11 9:00 A.M.- All Day	INFORMAL SHOWINGS FOR VISITING PRESS Horwitz & Duberman will present their Fall collection at open house show- ings for the out-of-town editors. Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
July 11 10:00 A.M.	ANTHONY BLOTTA'S SHOWING FOR OUT-OF-TOWN PRESS--498 SEVENTH AVENUE. (See Pg. 2).		
Wednesday July 11 11:00 A.M.	PRESS SHOWING OF FALL MILLINERY Mr. Fred will present his millinery collection for Fall at a showing for the local press. <u>Visiting press breakfast showing on Saturday, July 14,</u> <u>at 9:30 A.M.</u> By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
July 11 11:30 A.M.	HATTIE CARNEGIE'S SHOWING FOR VISITING EDITORS--711 FIFTH AVENUE. (See Pg. 2).		
Wednesday July 11 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Brief luncheon showing for visiting and N.Y. press of Henry Rosenfeld's collection. By invitation. Publ.: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 11 12:15 P.M. Luncheon	ACCESSORIES DIVISION FASHION SHOW Marjorie Schlesinger, accessory stylist of Macy's, and chairman of Accessories Division, will speak on "Influence of the Foreign Market--Good, Bad, or Indifferent?" Fashion showing of "Accessory Headlines For Fall." Commentator: Jerry Stutz, Accessories Editor, "Glamour" Magazine, and member of the Accessories Committee. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
July 11 2:00 P.M.	JANE DERBY'S SHOW FOR VISITING EDITORS--785 FIFTH AVENUE. (See Page 2).		
Wednesday July 11 2:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the local press of the Yolande collection of handmades for Fall, including couture designs in lingerie, blouses and baby clothes. <u>Out-of-town press show at 4:00 P.M.</u> By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Wednesday July 11 2:45 P.M.	FALL HOSIERY FASHIONS AT VISITING PRESS SHOW Gotham Hosiery (Auxiliary Member of the N.Y. Dress Institute) will present hosiery fashions for Fall to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY	785 FIFTH AVENUE JANE DERBY'S SHOWRM.
July 11 4:00 P.M.	YOLANDE'S SHOWING OF HANDMADES FOR OUT-OF-TOWN EDITORS AT 16 EAST 34TH ST. (See Above).		
Wednesday July 11 4:30 P.M. Cocktails	FUR FASHIONS FOR VISITING PRESS Leo Ritter (Auxiliary Member of the N.Y. Dress Institute) will present the Fall and Winter fur collection to visiting press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROTHERS, INC.	"21" CLUB 21 WEST 52ND STREET
Wednesday July 11 5:00 P.M. Cocktails	PREMIER SHOWING: SPORT SHIRTS AND NECKTIES Preview for visiting and local press of the first collection of Adrian "Designs For Men". Commentator: Bert Bachrach. <u>Repeat showing at 5:30 P.M.</u> By invitation only. Contact: Maybelle F. Hall Company, MU. 2-3080.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY-NETHERLAND CARNAVAL ROOM
Wednesday July 11 5:30 P.M.- 7:00 P.M. Cocktails	FALL FASHION SHOW AT COCKTAIL PARTY "Make Hay When The Crystal Ball Shines"--David Crystal will present an informal showing of the Fall collection at a cocktail party, complete with fortune tellers. For visiting and local press, by invitation only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC. (498 SEVENTH AVE.)	GOGI'S LARUE 45 EAST 58TH STREET
Wednesday July 11 6:30 P.M. Cocktails; Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS "A Millinery Evening"--the Millinery Fashion Bureau will invite the out-of-town and local press to cocktails at 6:30 P.M. and dinner at 7:00 P.M., followed by a showing of Fall hat fashions by leading milliners. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 12 8:00 A.M.- 8:45 A.M. Breakfast	BREAKFAST WITH VIRGINIA SPEARS "Short, Snappy Fashion Preview" of Virginia Spears Juniors, highlighting news in Junior Fall Fashions for Collegiennes and Young-Timers. For local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	SPEARS-EPSTEIN, INC. (1400 BROADWAY)	SHERRY-NETHERLAND CHANTECLAIR ROOM
July 12 9:00 A.M.	ADELE SIMPSON'S SHOW FOR VISITING PRESS--530 SEVENTH AVENUE. (See Pg. 2).		
Thursday July 12 9:00 A.M. All Day	OPEN HOUSE FOR VISITING EDITORS Informal showings of Vera Maxwell's Fall collection will be presented at an open house for the out-of-town editors. Contact: LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
July 12 10:00 A.M.	JOSEPH HALPERT-JACQUES FATH SHOWING FOR VISITING PRESS--530 SEVENTH AVE. (See Pg. 2).		
July 12 11:00 A.M.	PHILIP MANGONE'S SHOWING FOR VISITING PRESS--500 SEVENTH AVENUE. (See Pg. 2).		
Thursday July 12 11:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Mr. John will invite the press to a preview of his millinery collection for Fall. <u>Showing for the out-of-town editors on July 12 at 5:00 P.M.</u> By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday July 12 12:00 Noon	COAT & SUIT SHOWING FOR VISITING PRESS Seymour Fox will present his Fall coat and suit collection to the out-of-town press. <u>Showing promptly at 12:00 Noon.</u> By invitation only. Publ.: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX (FOX & CO.)	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Thursday July 12 12:00 Noon- 2:00 P.M. Luncheon	PREVIEW OF FALL COATS & SUITS Handmacher-Vogel (Auxiliary Member of the N.Y. Dress Institute--See Pg.2) will invite the out-of-town press to a luncheon showing of Fall coats and suits. By invitation only. Publicity: Bella Crawford, LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM
Thursday July 12 1:00 P.M.- 5:00 P.M. Cocktails	CONTINUOUS SHOWINGS OF GOTHÉ ORIGINALS The out-of-town press will be invited to David E. Gottlieb's showrooms for a cool drink, while viewing informal presentations of the Fall collection of Gothe Originals. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
July 12 2:00 P.M.	MILMONT GOWNS' SHOWING FOR THE OUT-OF-TOWN PRESS--530 SEVENTH AVENUE. (See Pg. 2).		
July 12 3:00 P.M.	CEIL CHAPMAN'S SHOWING FOR VISITING PRESS--530 SEVENTH AVENUE. (See Pg. 2).		
July 12 4:00 P.M.	MOLLIE PARNIS OF PARNIS-LIVINGSTON SHOWING FOR VISITING EDITORS - 530 SEVENTH AVENUE. (See Pg. 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 12 5:00 P.M.	MR. JOHN'S MILLINERY SHOW FOR OUT-OF-TOWN EDITORS AT 53 EAST 57TH STREET (See Pg. 7).		
Thursday July 12 6:00 P.M.- 7:30 P.M. High Tea	SUMMERTIME HIGH TEA WITH JOSEF "Relax in a cool, comfortable atmosphere, overlooking Central Park," while viewing the Advance Fall Collection of Domestic and Imported (Bags By Josef). For out-of-town press, by invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC. (30 EAST 33RD STREET)	HOTEL SAVOY PLAZA LE CHATEAU--11TH FL.
Thursday July 12 7:30 P.M. Dinner	FALL FASHION SHOW--- DINNER FOR PRESS Fashion presentation of Fredrica Furs, designed by Arthur Schwartz; and Martini Designed and Diminutives by Sylvan Rich. Hats--Emme. Jewels-- Frank S. Hartley. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS; & MARTINI	LA VIE EN ROSE 123 EAST 54TH STREET
Friday July 13 8:00 A.M. Breakfast	BREAKFAST WITH BERNHAM-STEIN Fashion Promenade of Haute-Couture Furs, showing Bernham-Stein's "trend- setting" collection, at a breakfast for the out-of-town press. By invit- ation only. Publicity: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN (660 FIFTH AVENUE)	SHERRY-NETHERLAND CHANTECLAIR ROOM
July 13 9:00 A.M.	B. H. WRAGGE'S SHOWING FOR VISITING EDITORS--550 SEVENTH AVENUE. (See Pg. 2).		
July 13 10:00 A.M.	DAVIDOW SPORTSWEAR SHOWING FOR THE OUT-OF-TOWN EDITORS--550 SEVENTH AVE. (See Pg. 2).		
July 13 11:00 A.M.	BRIGANCE OF FRANK GALLANT SHOWING FOR VISITING PRESS--205 WEST 39TH ST. (See Pg. 2).		
July 13 12:00 Noon	OLEG CASSINI'S SHOW FOR VISITING EDITORS--498 SEVENTH AVENUE. (See Pg. 2).		
Friday July 13 1:00 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the press to a luncheon and showing of the Fall collection. By invitation. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM--22ND FLOOR
July 13 2:00 P.M.	HANSEN BANG'S SHOWING FOR OUT-OF-TOWN PRESS--498 SEVENTH AVENUE. (See Pg. 2).		
Friday July 13 3:30 P.M.	FALL AND WINTER PREVIEW FOR PRESS Lilly Daché will present her Fall and Winter fashions to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
July 13 4:30 P.M.	RECEPTION FOR VISITING PRESS AT GRACIE MANSION TO MEET MAYOR AND MRS. VINCENT IMPELLITTERI--88TH ST. & EAST END AVENUE. (See Pg. 2).		
Friday July 13 6:00 P.M. Champagne	FALL COLLECTION AT VISITING PRESS SHOW Frances Sider will show her Fall collection, introducing "Turntable Separ- ates". By invitation only. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	25 CENTRAL PARK WEST PENTHOUSE--32 J

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 13 Publication Date	FIRST ISSUE OF "FOCUS" MAGAZINE New 64-page pictorial pocket-sized monthly magazine, with subjects including international affairs, personalities, sports, medicine, education, books, art, entertainment, children; also, fashion, food, home-furnishings. Price: 10¢. Contact: Willa Percival, Associate Editor, BR. 9-5890.	LEADING MAGAZINE CORP. (EMPIRE STATE BLDG.)	AVAILABLE AT NEWSSTANDS
Saturday July 14 9:30 A.M. Breakfast	MILLINERY SHOW FOR VISITING EDITORS Presentation of Mr. Fred's Fall millinery collection at a breakfast for the out-of-town press. By invitation only. Publ.: Lily Davis, PL.3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Saturday July 14 11:00 A.M. Mint Juleps	PRESS SHOWING OF COATS AND SUITS Willi's Fall and Winter collection of coats and suits will be presented at a mint julep party for the visiting and local press. By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	WILL NEMEROV	CHATHAM WALK VANDERBILT & 48TH ST.
Saturday July 14 12:00 Noon Luncheon	FALL & WINTER JEWELRY AT LUNCHEON SHOWING Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of the Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday July 14 3:00 P.M.; Sunday July 15	WEEKEND IN BERKSHIRES FOR VISITING PRESS A group of leading New York manufacturers, in cooperation with the New Haven Railroad, will invite the out-of-town editors on a "Train To Tanglewood". The weekend will feature fashion shows to be presented during the train ride, and a concert at Tanglewood by the Boston Symphony Orchestra. Participants include: Dave Bellsey Co., Inc.; Celanese Corp. of America; Nelly de Grab; Wm. Skinner & Sons; Varden Dress; Aris Gloves; Hanes Hosiery; Merrimac Hat Corp.; Palter DeLiso; Weinreich Bros. (Marvella Pearls); Clairol, Inc. (Hair Color Institute); Tussy Cosmetics; Park & Tilford Distilling Corp.; Reed & Barton (sterling silver place settings); and the New Haven Railroad. <u>Train departs from Grand Central Terminal on Saturday, July 14 at 3:00 P.M., and will return at midnight on Sunday.</u> By invitation only. Publicity: Henrietta Gilbert, LO. 4-6730.	LEADING NEW YORK MFRS.; & NEW HAVEN RAILROAD	LENOX, MASSACHUSETTS
Monday July 16 11:00 A.M. Sherry	JEWELRY DISPLAY FOR VISITING PRESS La Tausca will present a display of Fall and Winter costume jewelry to visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	411 FIFTH AVENUE SHOWROOM
Monday July 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL CHILDREN'S FASHIONS Bo-Peep Manufacturing Co. will invite the local and visiting press to a capsule preview of Hulda Schorr's fashions, from baby-in-carriage to first-year-school age. By invitation. Publicity: Peggy Caille, PL. 5-6358.	BO-PEEP MANUFACTURING CO.	64 WEST 36TH STREET SHOWROOM-7TH FLOOR
Monday July 16 2:30 P.M.	FALL COLLECTION FOR VISITING EDITORS The out-of-town press will be invited to a showing of Maria Krum's collection for Fall. By invitation only. Publicity: Eleanor Lambert, MU.8-2130.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 16 4:00 P.M. Cocktails	FALL LINGERIE AT PRESS SHOW "Fashions: Private Life"--presentation to the out-of-town and local press and trade of the Fall collections of the Lingerie & Negligee Association. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LINGERIE & NEGLIGEE ASSOCIATION	PARK LANE HOTEL CRYSTAL ROOM
Beginning Monday July 16	OPENING OF FALL SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their Fall collections at daily showings in individual showrooms; also a composite display of the collections in the Guild's headquarters, Hotel Shelburne, Lexington Ave. and Thirty-Seventh Street. By appointment. Members include: Beleganti; Fox Shoe Company; Geller Shoe Company; Jerro Brothers; Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Tuesday July 17 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW OF CHRISTMAS GIFTS Gourielli will invite the press to a buffet breakfast and preview of the Christmas collection of gifts and toiletries for men and women. By invitation only. Contact: Elaine Hope Librescot, PL. 3-1200.	GOURIELLI, INC.	16 EAST 55TH STREET SALON
Tuesday July 17 9:30 A.M. Breakfast	PRESS PREVIEW: FALL BRASSIERE COLLECTION Presentation of the Fall collection of Lovable Brassieres. By invitation only. Publicity: Irene Merlin, Max Rogel & Associates, DI. 4-8575.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM(MEZZANINE)
Tuesday July 17 11:00 A.M.	SHOWING OF SCARVES AND MEN'S NECKWEAR Brooke Cadwallader will present his Fall scarves, accessories and men's neckwear to the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert. MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday July 17 12:00 Noon	FUR FASHIONS FOR VISITING EDITORS Esther Dorothy will present her fur collection for Fall and Winter to the out-of-town press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Tuesday July 17 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "It's Color That Goes To Your Head This Fall". Speaker: Kathleen Casey, merchandising service editor, "Vogue" magazine. Commentator: Maud G. Moody, fashion consultant. Exhibit of new Fall millinery materials and colors. Chairman: Dorothy Nash. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Tuesday July 17 1:00 P.M. Luncheon	DEMONSTRATION OF HOME BEAUTY COURSE Manya Kahn and the Graystone Publishing Company will present a press preview demonstration of Manya Kahn's new visual health and beauty home study course, "Lovely To Look At", during a luncheon for the local and out-of-town press. By invitation only. Contact: PL. 3-7623.	MANYA KAHN & GRAYSTONE PUBL. CO.	HOTEL PIERRE ROOF GARDEN

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 17 3:00 P.M.	FALL MILLINERY SHOW FOR VISITING PRESS Laddie Northridge will invite the out-of-town editors to a showing of his Fall millinery. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Wednesday July 18 10:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS Presentation of Arnold Constable's Fall and Winter fur collection. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR FUR SALON
Wednesday July 18 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AND FABRICS Annual Autumn Collection--presentation of Fall fashions in John Walther fabrics, during a luncheon for the press and trade. Showing at 1:00 P.M. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday July 18 3:00 P.M.	PRESS SHOWING OF FALL MILLINERY Chanda will present his Fall millinery collection to the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON
Wednesday July 18 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF FALL HANDBAG STYLES "Handbag Fashions Around the Clock"--presentation of Fall handbags re-presenting almost every American handbag manufacturer. A special grouping of "back-to-school" bags will also be featured. For local and out-of-town press, by invitation only. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY	HOTEL SAVOY PLAZA LE CHATEAU--11TH FL.
Thursday July 19 9:15 A.M.- 2:30 P.M.	TOUR OF N.J. PLANT FOR VISITING PRESS Shulton's modern toiletries plant tour, showing manufacture of products, filling of bottles, packaging, molding of plastics and compounding of perfumes for Early American Old Spice, Friendship's Garden and Desert Flower. By invitation only. (Transportation will be provided, leaving at 9:15 A.M. from 630 Fifth Ave.). Publicity: Lee Russell, CI. 5-6263.	SHULTON, INC.	CLIFTON, NEW JERSEY
Thursday July 19 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING Braagaard will present a collection of millinery for Fall to the press. By invitation. Contact: Miss Eva, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON

Beginning Friday July 27	OPENING OF PARIS COUTURE COLLECTIONS Tentative opening dates of the Autumn and Winter collections by members of the Chambre Syndicale de la Couture Parisienne: <u>Friday, July 27:</u> FATH, GRIFFE, MAGGY ROUFF. <u>Saturday, July 28:</u> BALMAIN, DeRAUCH, DESSES, ROCHAS. <u>Monday, July 30:</u> DIOR, LANVIN. <u>Tuesday, July 31:</u> HEIM, MANGUIN, PIGUET, RICCI, SCHIAPARELLI. <u>Wednesday, Aug. 1:</u> CARVEN, GRES, LAFAURIE, PATOU. <u>Thursday, Aug. 2:</u> BRUYERE, PAQUIN. <u>Friday, Aug. 3:</u> BALENCIAGA, WORTH. Attendance by invitation only. Contact: Madeleine Godeau, 102 Rue du Faubourg St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
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* THEATRE PAGE WILL BE RESUMED NEXT WEEK *
